

ANNUAL REPORT OF THE UNIVERSITY RADIO COMMITTEE

The University Radio Committee, charged with the responsibility for the control and administration of the Division of Radio Education and operation of Station WHA, submits herewith its report for the calendar year 1947.

HIGHLIGHTS

The year past has been marked by the following developments in the radio activities of the University and of the State Radio Council, in which the University is cooperating with other agencies:

1. Start of operation of WHA-FM, the first station of an educational FM network for Wisconsin.
2. Beginning of construction of second unit, WHAD, on Lapham Hill near Delafield.
3. Appropriation by Legislature to the State Radio Council of funds for construction of two additional stations (in Calumet County and on Rib Mountain).
4. Third annual Public Service Radio Institute.
5. Expansion of weather reporting service from one to four daily broadcasts direct from U. S. Weather Bureau at North Hall and Truax Field.
6. Increased on-the-spot programming through the use of portable tape recording equipment.

I. OPERATION OF STATION WHA

The Radio Committee formulates the policies and supervises the activities of the state-owned amplitude modulation (AM) station WHA. This station is on the air daily from 7:30 AM until local sunset when it signs off in accordance with federal regulation. WHA's regular coverage extends over most of southern Wisconsin and many of its programs reach an audience in the north central area of the state through Station WLBL, at Stevens Point. WLBL, operated by the state Department of Agriculture, is connected by telephone line to WHA and carries an average of three hours a day of WHA's schedule, including the Farm Program, Homemakers Hour, all School of the Air programs, and certain College of the Air broadcasts.

Details and developments in the WHA schedule, which includes programs for schools, university lectures, vocational information, special events, classical and semi-classical music, forums, news, and commentary, are given in the following paragraphs.

The Wisconsin School of the Air

The year 1947 was marked by a considerable increase in the use of School of the Air programs designed for classroom listening in the elementary schools of Wisconsin. Total enrollments during the first semester of the 1947-48 school year show an increase of 18% over the 1946-47 total and an increase of 27% over the 1945-46 figures which were listed in the previous issue of these annual reports. Growth of this service is indicated by the following comparative figures compiled from the enrollment forms used for ordering teacher manuals.

(over)

	<u>1945-46</u>	<u>1946-47</u>	<u>1947-48</u>
JOURNEYS IN MUSIC LAND.....E. B. Gordon (Music lessons, Gr. 4-8)	40,500	54,371	66,767
LET'S DRAW*James Schwalbach (Creative art, Gr. 4-8)	32,400	40,295	53,089
BOOK TRAILS* (Recreational reading, Gr. 3-8)	28,500	42,897	43,749
AFIELD WITH RANGER MAC.....Wakelin McNeel (Nature and conservation, Gr. 5-8)	36,500	40,035	41,898
RHYTHM AND GAMES.....Mrs. Fannie Steve (Guided group play, Kgn-Gr. 3)	30,200	32,275	40,021
LET'S FIND OUT* (Nature, social studies, Gr. 2-4)	30,050	33,970	40,001
MUSIC ENJOYMENT.....Mrs. Elyda Morphy (Music appreciation, Gr. 1-4)	33,075	34,862	38,324
ON WISCONSIN* (Social studies, Gr. 5-8 — Second Semester only)	—	—	32,488
NEWS OF THE WEEK* (Backgrounds and analysis, Gr. 5-8)	—	11,287**	23,988
EXPLORING SCIENCE*Lloyd Liedtke (Physical science, Gr. 5-8)	21,035	18,559	23,766
ADVENTURES IN OUR TOWN* (Relationships in living, Gr. 5-8)	—	23,831	22,959
FIT FOR FUN* (Health education, Gr. 5-8)	22,240	28,875	—
STORY OF AMERICA* (American history, Gr. 5-9)	33,600	—	—
PEOPLE AND PLACES* (Global geography, Gr. 5-8)	27,600	—	—
TOTAL LISTENER ENROLLMENTS	<u>335,700</u>	<u>361,257</u>	<u>427,050#</u>

*Written and produced by WHA staff, or written by person named and produced by WHA staff.

**Incomplete figures

#1947-48 total incomplete. Tabulation made in December 1947 does not include second semester additions.

Much of the increase in school use of radio in Wisconsin is due to the field work of Professor E. B. Gordon, who gave demonstrations, conducted song festivals, visited schools, and spoke at county teachers' institutes in at least 23 counties of the state during 1947. Through school visits and the various festivals, Professor Gordon was able to meet and give personal direction to an estimated total of 25,000 school children in the period from February through May, 1947.

James Schwalbach, extension specialist in rural arts and crafts, likewise contributed heavily to radio's service to increasing numbers of schools. He visited scores of classrooms and gave guidance to teachers, examined approximately 43,000 drawings sent in by "Let's Draw" pupils, mailed 2,000 Honorable Mention cards, and prepared 40 art exhibits for circulation to the schools in 40 counties. The present enrollment in "Let's Draw" is roughly 1/3 more than it was a year ago.

An exploratory study in an important area of radio education was made during the past year. It was an evaluation of the effectiveness of "Adventures In Our Town," which presents, through dramatization, problems in human relationships, emphasizing respect for the individual despite differences in appearance, ability, race, religion, or culture. Findings indicated an alteration of attitudes, and the National Conference of Christians and Jews, which financed the study, has expressed interest in establishing a continuing, long-term study of attitudes and prejudices as influenced by radio.

Increased conservation study and activity were stimulated during the past year by a contest sponsored jointly by the program "Afield with Ranger Mac" and the State Conservation Department. A fund of \$1,000 from a donor provided awards and recognition for 128 boys and girls, as well as three school groups, whose entries in the contest showed outstanding examples of the application of conservation teaching to school and community life. A similar contest is now in progress for the 1947-48 school year.

Expanded coverage and improved reception in many classrooms was provided by broadcasts of certain School of the Air programs over three Wisconsin stations in addition to WHA and WLBL. WEAU (Eau Claire), WLCX (La Crosse), and WNAM (Neenah-Menasha) now carry a daily program for schools by means of recordings made at WHA, and at least five other stations have requested a similar service.

The Wisconsin College of the Air

The College of the Air, which for 15 years has presented regular series of educational programs at the adult level, expanded its "curriculum" during the past semester. Two new series at 10:30 AM on Monday and Thursday, were added to the regular schedule of daily 11:00 AM classroom lectures and two o'clock studio programs.

Second Semester 1946-47

11:00-11:50 Mon., Wed., Fri.	BOOKS THAT HAVE MADE CIVILIZATION Philo M. Buck, Department of Comparative Literature
11:00-11:50 Tues., Thur.	FRESHMAN FORUM W. R. Agard and faculty specialists
2:00-2:30 Mon.	FOLLOWING CONGRESS Jennie M. Turner, State Board of Vocational and Adult Education, script writer

2:00-2:30 BOOKS OF TODAY
Tues. Paul Wiley, Department of English; and faculty specialists

2:00-2:30 WISCONSIN YARNS
Wed. Robert E. Gard, Wisconsin Idea Theater Project, script writer; dramatizations by the WHA Players

2:00-2:30 OUR CHILDREN
Thur. Robert West, Department of Speech and University Committee on Child Development

2:00-2:30 UNITED NATIONS
Fri. Gordon Skilling, Department of Political Science; and faculty specialists

Summer Session 1947

11:00-11:50 RECENT AMERICAN HISTORY
Mon., Tues., Wed., Thur., Fri. Frederic L. Paxson, visiting professor of history

11:00-11:50 COMPARATIVE GOVERNMENT
Mon., Tues., Wed., Thur., Fri. Leslie Lipson, visiting professor of political science
(Recorded during the eight-weeks' session and broadcast Aug. 16-Sept. 19)

1:20-2:10 MUSIC APPRECIATION
Mon., Tues., Thur., Fri. Leland A. Coon, School of Music

First Semester 1947-48

10:30-10:45 WISCONSIN WORDS
Mon. Frederic Cassidy, Department of English

10:30-10:45 HOUSING THE HOME
Thur. Svend Riemer, Department of Sociology

11:00-11:50 FRESHMAN FORUM
Tues., Thur. Eugene Boardman, Department of History; and faculty specialists

2:00-2:30 FOLLOWING CONGRESS
Mon. Jennie M. Turner, State Board of Vocational and Adult Education, script-writer.

2:00-2:30 BOOKS OF TODAY
Tues. Paul Wiley, Department of English; and faculty specialists

2:00-2:30 WISCONSIN YARNS
Wed. Robert E. Gard, Wisconsin Idea Theater Project, script writer; dramatizations by the WHA Players

2:00-2:30 OUR CHILDREN
Thur. Robert West, Department of Speech and University Committee on Child Development

2:00-2:30 SCIENCE AND THE PUBLIC
Fri. Norris Hall, Department of Chemistry; and faculty specialists

Vocational Instruction

The Homemakers Program. National recognition was accorded the Homemakers Program during this past year.

"Improve and Enjoy Your Home Grounds," a series of broadcasts on home ground improvement presented during March, was given honorable mention in the American Exhibition of Educational Radio Programs at Columbus, Ohio, in May, 1947. The series was planned jointly by members of the departments of Horticulture and Agricultural Journalism and was presented by J. S. Elfner, landscape design specialist.

An award was also given the Homemakers' Program by the National Federation of Music Clubs for the music scripts presented each month. The director of the program was commended for "help and understanding in striving to bring music into every home."

The Homemakers' Program is a daily service designed to present news and information on better methods of homemaking. Typical of the scope and timeliness of the broadcasts are such special series as these:

- This Week's Market Basket
- Food Preservation Methods
- Foods for a Crowd (help in feeding large numbers)
- Save Food for World Peace -- given by members of the home economics teaching and extension staffs, with dietitians and homemakers (to help in meeting the emergency plan).
- You and Your Family -- discussions on children and young people's problems

The Farm Program. The Farm Radio Program is a noon-time daily informational service prepared for Wisconsin's 175,000 farm families.

It is planned under the supervision of a farm radio committee, representing teaching, extension, and research, with Andrew W. Hopkins, agricultural editor, as chairman.

The program regularly provides farm news and timely information on farm operation and management. Throughout the past year, the program has provided daily weather forecasts (since September, direct from the Weather Bureau office), daily market summaries, news reports covering the state, national and international farm scenes, timely subject matter information, answers to questions sent in by listeners, and frequent announcements of bulletins and circulars issued by the Agricultural Experiment Station and the Extension Service.

A portable tape recorder, acquired during the past year, is proving highly useful in gathering interviews, news, and other information from farmers, farm leaders and other visitors to the University campus, and for obtaining useful and timely information from sources not reached by WHA's campus lines.

Music

Nearly half of WHA's broadcast time is devoted to music. The offerings include three featured programs of classical recordings daily supplemented by programs of salon, chamber and light concert music. These are programmed from a record and transcription library containing over 9,000 selections.

Regular programs of piano and organ are performed by staff members, and many "live" musical features are presented in cooperation with the School of Music. The Pro Arte Quartet presented a weekly series of 23 half-hour broadcasts to a nationwide audience over the Mutual Broadcasting System during the past year, and arrangements have been made to present a similar series starting January 17, 1948.

Gunnar Johansen, pianist, broadcasted a weekly series of Schubert sonatas the second semester of 1946-47; during the first semester of 1947-48, he presented a weekly series of Mozart sonatas.

All concerts of the University Symphony Orchestra, Concert Band and University Chorus were broadcast, as well as several programs from the High School Music Clinic.

The Radio Orchestra, composed of students in Music 88, transcribed a series of programs for broadcast and provided original music for several dramatic productions of the WHA Players.

Discussion

University Radio Forum. With the cooperation of the Union Forum Committee and the University Radio Forum Committee series of panel discussions were broadcast from the Play Circle Theater during the second semester of 1946-47 and the eight-weeks' summer session. Faculty specialists and speakers from local, state, and national organizations debated issues of current interest and answered questions from the audience.

Legislative Forum. During the 1947 legislative session, 81 lawmakers availed themselves of the opportunity to discuss their views on pending legislation over the state's radio facilities. Legislators broadcast from a special studio in the Capitol.

Drama

WHA carries on an extensive program of radio dramatics. Productions utilizing student actors, soundmen, and musicians are broadcast almost daily in the presentation of the School and College of the Air or special programs. Approximately fifty students participated regularly in the radio productions.

Following is a partial listing of broadcasts presented by the WHA Players:

College of the Air Series

Following Congress — re-enactments of Congressional debate

Wisconsin Yarns — dramatizations of Wisconsin lore

School of the Air Series

News of the Week -- re-enactments of highlights in the news

Young Experimenters -- demonstrations and biographical material on famous scientists

Let's Draw -- dramatic skits to stimulate imagination of young artists

Adventures in Our Town -- dramatic adventures in democratic relations

Special Programs

Improve and Enjoy Your Home Grounds -- landscaping information presented in dramatic form

FM Dedicatory Program -- dramatic re-enactment of the early days of radio at the University

PTA Program -- dramatizations of problems in child development

Dramatic Series

WHA Players Present -- summer series of 20 story adaptations

Wisconsin Idea Radio Theater -- dramatization of original radio plays by Wisconsin amateur writers

This latter series was presented in cooperation with the Wisconsin Idea Theater project under Robert Gard with the purpose of discovering writing talent among Wisconsin citizens and giving it expression on the stage and radio. Winning entries in a state-wide contest conducted by the project are currently being produced on the Wisconsin Yarns series.

News

Until this year the responsibility for preparing and supervising news programs had been divided among several staff members. In September a new position of news editor was created to allow full-time attention to news and special events programs.

The subscription list of newspapers was increased and greater use was made of campus sources of periodical material, to widen the representation of opinion presented on the "News and Views" and "The Editor's Desk" programs.

A half-hour news and periodical-excerpt program, "The Radio Journal," was developed during the year.

A new tape recorder improved the facilities for covering special events and heightened the appeal and authenticity of news programs through the inclusion of excerpts from actual speeches and on-the-spot interviews.

Visitors

Radio Hall is visited annually by large numbers of school children, educators, students, radio people, and the general public. It is estimated that 10,000 persons were shown through the building in 1946-47.

Many organizations and, in particular, college and school groups journeyed from all parts of the state to take conducted tours, participate in programs, and observe rehearsals and broadcasts in progress. Other visitors came from Australia, Canada, Norway, Sweden, South America and England to study the WHA operation and the Wisconsin School of the Air.

Weather Reports

At the request of the State Aeronautics Commission, two new weather report periods (8:30 AM, 1:57 PM) were added to the schedule during the year to provide authentic weather information for flyers and airports. These reports from the Airport Weather Station at Truax Field added to the two from the Weather Bureau in North Hall (9:55 AM, 12:30 PM) provide the most complete weather information available to Wisconsin listeners.

II. FM RADIO DEVELOPMENTS

March 30, 1947, may be recorded as an important date in the educational history of Wisconsin, for it was on that day that a new program service was officially launched over WHA-FM, first station in a state network of FM (frequency modulation) transmitters. With technical features far superior to AM (amplitude modulation) and with no limitations on hours of operation, FM opens the way to a greatly expanded daytime and evening broadcasting service for Wisconsin citizens.

The year 1947 was marked also by the beginning of construction of the second FM station in the proposed network, located on Lapham Hill near Delafield, and by an appropriation of funds by the 1947 Legislature for two additional stations, one to be located in Calumet County and the other on Rib Mountain near Wausau.

Because of the membership of the President and other University representatives on the State Radio Council and because the FM activities are so closely related to the operation of WHA, these developments are herewith reported in some detail.

The University and the State Radio Council

The University is one of several state agencies represented on the State Radio Council, established by the 1945 Legislature "to plan, construct and develop a state system of broadcasting for the presentation of educational, informational and public service programs."

Under this authorization the Council is proceeding with the building of a state FM network which will be used jointly by divisions of the state's educational system and by state departments and agencies having informational and educational functions. Funds are appropriated directly to the Council and "administered through the business office of the University." These funds do not appear on the University budget, and are disbursed on authorization from the Council.

Throughout the day an open-house was held at Radio Hall and more than 2,500 visitors jammed the building to see the broadcasts, view the FM transmitter, and hear FM broadcasts on the numerous models of receivers displayed.

Beginning with a six-hour daily schedule, the FM service has since been expanded to 13 hours daily, 9:00 AM to 10:00 PM. WHA and WHA-FM carry the same programs simultaneously until sunset, when WHA is required to sign off. The FM station continues throughout the evening with a variety of programs emphasizing adult features, including the rebroadcast of certain College of the Air programs heretofore heard only during the daytime.

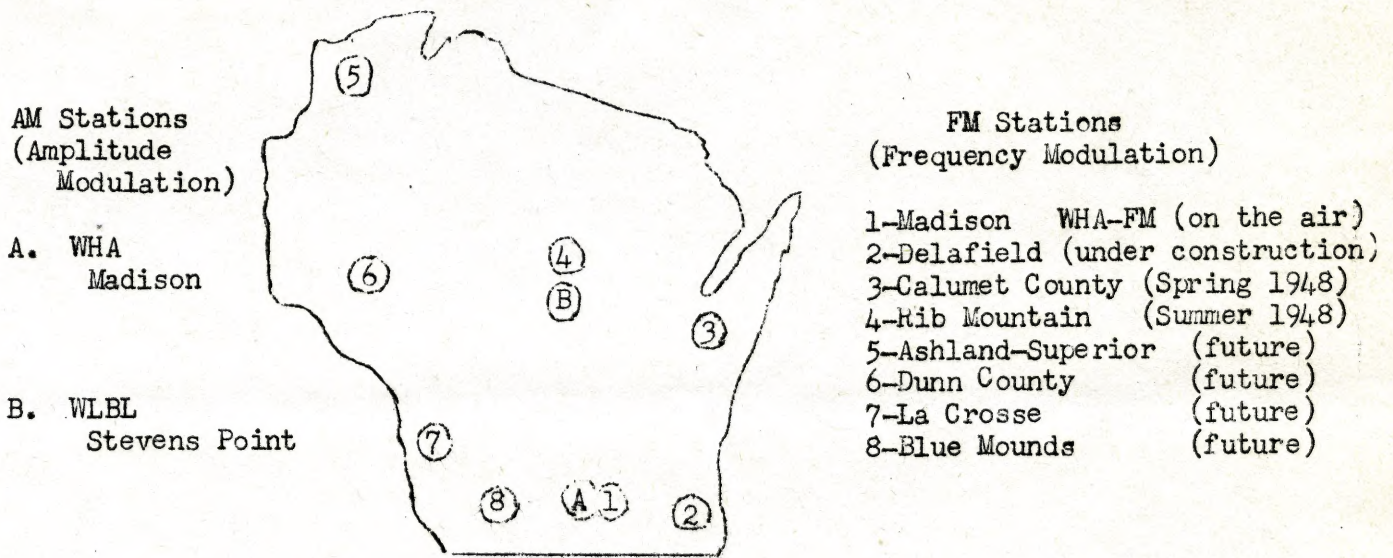
The following partial list of special features broadcast by WHA-FM after the sign-off of WHA indicates something of the range of subjects, speakers, and activities opened up by the new FM facilities:

April 5	President Truman
30	Spring Music Festival, Music Hall
May 2	Tournament of Song
21	State High School Music Contest
24	Alumni Reunion Program
June 20	President Truman; Senator Taft
23	University Concert Band
July 12	All State High School Concert
Aug. 3	University Symphony Orchestra
Sept. 11	Symposium: "The Future and Atomic Energy" — Harold Urey, Farrington Daniels
Oct. 9	"Why Germany Had No Atomic Bomb" — Dr. Goudsmit
16	"Political Currents in Europe" — Vera Micheles Dean
28	"British Labor Party in the Present Crisis" — Jennie Lee, MP
Nov. 5	Debate: U.W. vs Oxford University
13	"America's Stake in International Relief" — Donald Howard
14	Homecoming Pep Rally
16	Schubert Festival - Pro Arte Quartet
Dec. 2	Gunnar Johansen, pianist
6	Basketball: Wisconsin vs. Marquette
14	University Chorus

Reports from listeners indicate that the station is being heard regularly over a 60-mile radius. Many reports have come in from beyond that range, the farthest being 128 miles. Listeners in Michigan, Illinois, and Iowa have reported hearing the station.

State FM Plan

The State Radio Council proposed to establish a state-wide network of FM transmitters located approximately as shown on the accompanying map, with a schedule of beginning operations as indicated. Available funds provide only for the first four stations. It remains for succeeding legislatures to make provision for the additional facilities required for complete state coverage.



III. INSTRUCTION IN RADIO

Academic Instruction

Through the Division of Radio Education, instructional opportunities in various phases of broadcasting are offered in the Department of Speech and Schools of Education, Music, and Journalism. Nine courses in radio are offered in addition to the six courses in technical phases of broadcasting given in electrical engineering.

Course work may be supplemented by experience at WHA and WHA-FM in student activities. Under the direction of the staff, students are given extra-curricular training in announcing, dramatics, script writing, sound effects, program production, and technical operation.

Public Service Radio Institute

Representatives from 20 states and Canada came to the campus July 28-August 6 to attend the third annual Public Service Radio Institute sponsored by the Division of Radio Education. The schedule emphasized discussions and demonstrations of techniques in preparation, production, and use of public service programs. Significant Canadian, British, and American programs were studied, with outstanding representatives from education, government, and the radio industry leading the discussions.

Respectfully submitted:

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